

# 10-Steps to Retail Success, part 1 (1-3)

Clare Bailey (Rayner), Author and Founder of The Retail Champion



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# Introduction: Who am I?

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- Family of entrepreneurs for over 150 years
- Started “on my own” in 2006, after 15 years in retail, hospitality & leisure businesses
- Author of : “The Retail Champion: 10-steps to Retail Success” & “How to Sell to Retail”
- “Retail expert” contributor for media: TV, Radio and press
- Right now my time is spent helping businesses recover from the impact of covid, and, in preparing for the “new normal”...



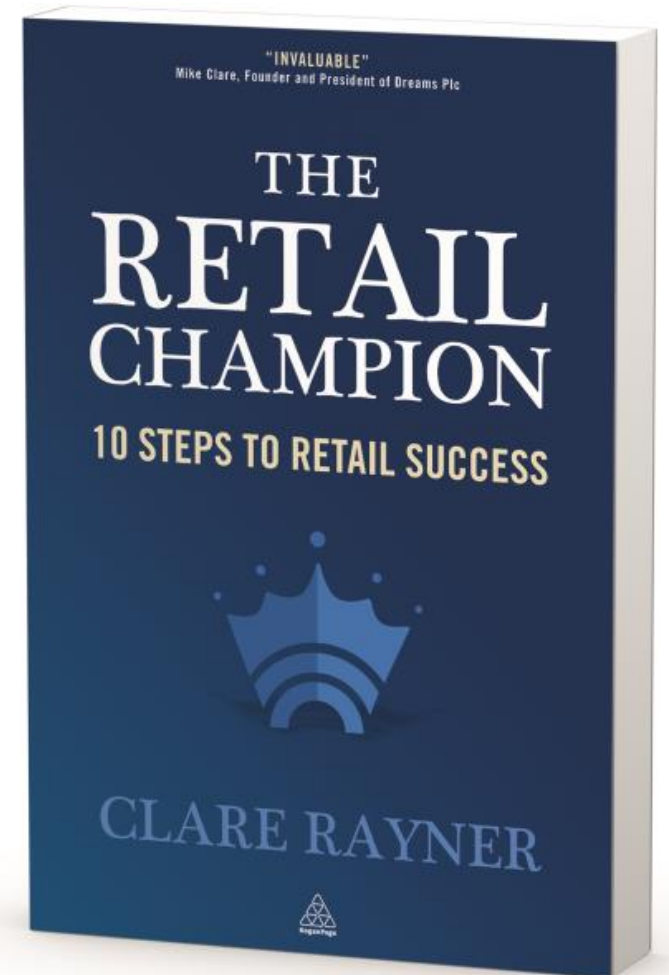
# What we will cover today:

## 1-3 of 10-Steps to Retail Success

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10-steps to retail success is a methodology to enable retail business owners to develop robust and repeatable processes and systems to create scalable, saleable enterprises.

- Defining your Goal and Mission
- Deciding your Positioning
- Identifying your Ideal Customer



# Why 10-Steps?

- Robust: Easy-to-follow, “fool proof” processes.
- Repeatable: Can be done to a consistent standard, time and again, replicating what your customers expect from you
- Processes & Systems: Day to day actions, transactions and analysis done to deliver the customer promise
- Scalable: Very important; growing your business without YOU becoming a bottleneck!
- Saleable: Ultimate endorsement of your success – your business has a value in the eyes of an outsider.



# Step 1: Goal and Mission

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- Personal and business goals are not the same; but they are linked
- Business goals help you to define your direction and targets
- Values & Beliefs define your culture
- Your mission clearly states:
  - What you offer
  - Who you offer it to
  - Your service proposition
  - The outcome for your customer

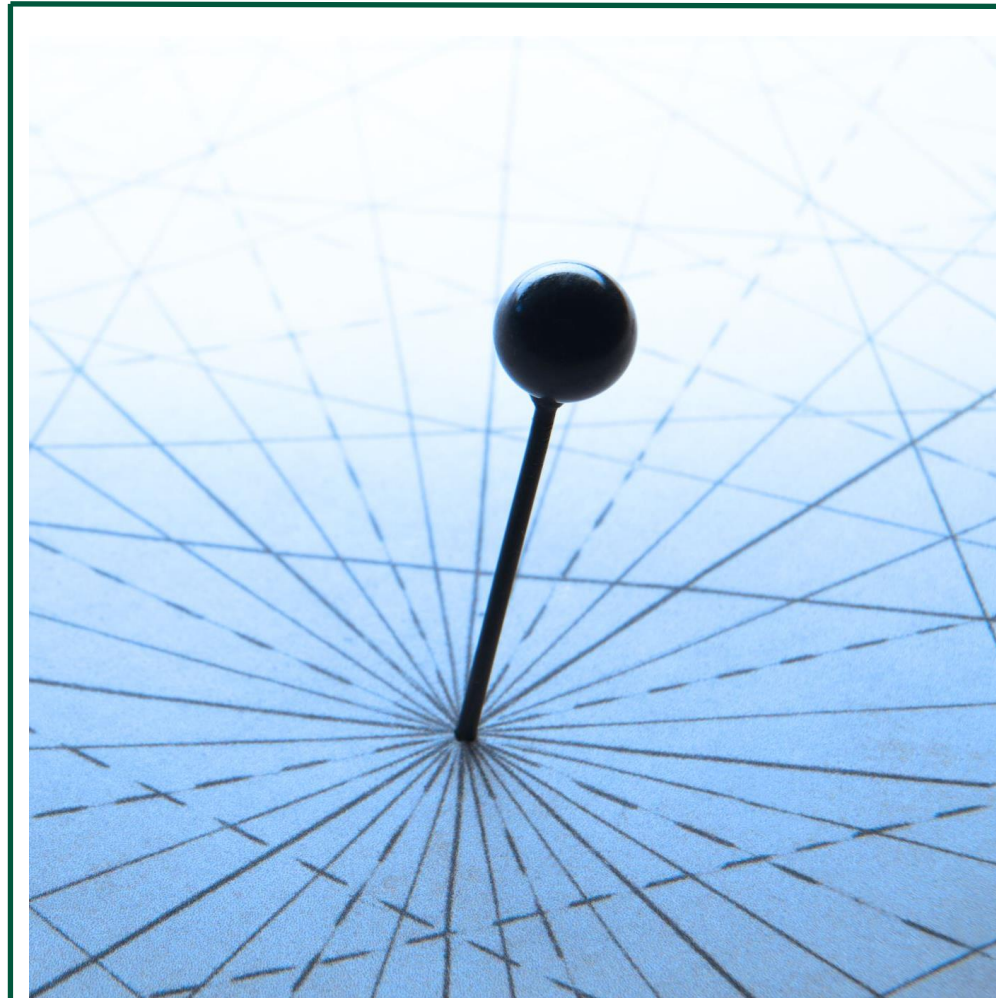




# Step 2: Positioning

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- How you are considered relative to your competitive set
  - Be realistic about competitive set
- 4 key elements to your positioning
  - Product, Price, Presentation, Service
  - Use the “arrows” to decide yours



# The impact of mis-aligned positioning

Brand	Product	Price	Presentation	Service	Outcome
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In a nutshell – you want all your arrow in the same direction!

# My Positioning Mantra

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Your positioning is the outward representation of your brand to anyone who notices it.

Through your positioning your brand makes promises, implied or explicit, to your customers. These promises lead to expectations.

If you then fail to live up to those expectations you will have created a customer service failure.

# Step 3: Ideal Customer

- Create a persona, an individual, an imaginary friend
- Counter-intuitive to focus on 1 unique individual – but it works
  - Think about people like them, wannabe's and has-beens!
  - Marketing is more engaging when written in an inter-personal style
- Select ranges, price points, promotions and locations that “fit” your ideal customer





# Don't make a BIG mistake. Big. Huge.



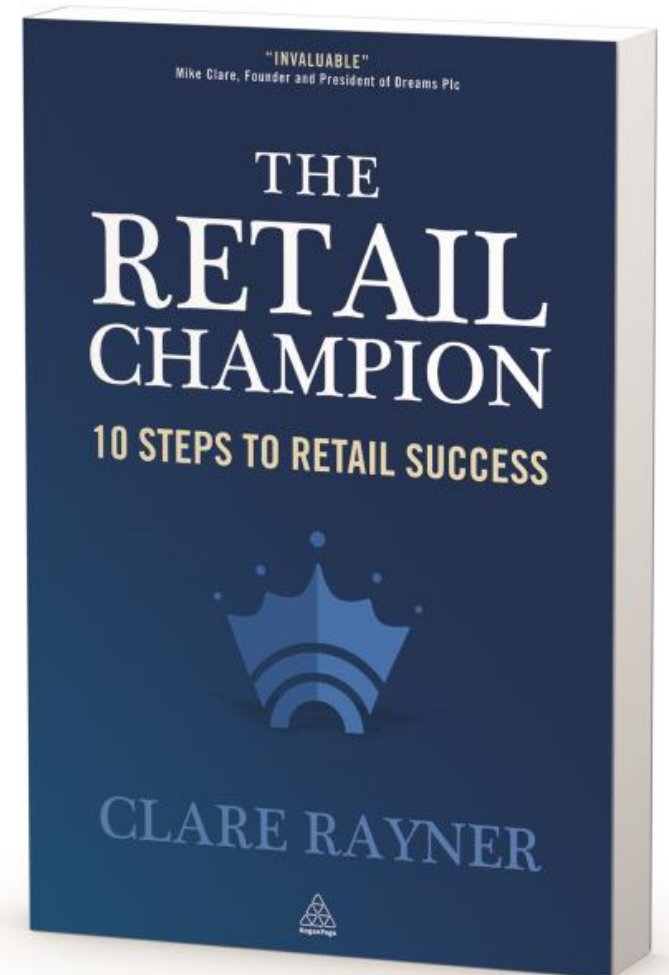
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Use the actions to help you focus on the topics and watch part 2, which is all about your products, pricing and channels to market!





# Thank you for listening

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